



# PHILIP MORRIS

U.S.A.

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November 25, 1998

Mr. Wayne Manis  
Manis Investigations, Inc.  
2020 Lakewood  
Coeur d' Alene, Idaho

Dear Mr. Manis:

As a follow up to our conversation, attached is an overview of the Marlboro Racing School program we discussed. In order to provide you with as much background as possible, I have attached the following documents:


- Program overview
- Schedule of activity
- Accommodations
- Fulfillment timelines
- Schedule calendar

The basic premise of the program is identical to the Marlboro Ranch where consumers enter a sweepstakes for the opportunity to win a trip to the Marlboro Racing School. The trips are scheduled for five days and four nights with the first and last day scheduled primarily for travel.

I would appreciate if you would review this information and provide a cost estimate for services from Manis Investigation similar to the security functions provided with the ranch program.

Please reviews this information and feel free to contact me with any questions you may have about this program. I can be reached at (917) 663 - 2184. I will work with Mike Balgley to arrange for a meeting during your visit to New York the week of November 30.

Best Regards,

  
Steven F. Sampson  
Group Manager  
Marlboro Promotions

cc: M. Balgley  
S. Blohm  
G. Leonard  
C. Yonce

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## Marlboro Racing School

### Program Overview

- Event - Marlboro Racing School
- Locations - Three Penske owned racing facilities:
  - California Speedway - Fontana, CA
  - Dade Homestead Motorsports Complex - Homestead, FL
  - Michigan Speedway - Brooklyn, MI
- Dates - September 1999 - January 2000
- Number of Schools - 13 three day schools
  - 1 three day test - July, 1999
  - 10 three day racing schools
  - 2 three day racing schools (back up dates)
- Participants - 250 consumers and 250 guests
- School Operation - all facets of the school operation will be coordinated by Penske Racing.
- Hours of Operation - See attached overview.
- Winner Selection - Winners will be selected through entry / sweepstakes forms delivered through direct mail, magazine advertising, retail entries and bar nights.
- Winner Certification - a complete background check will be performed on all potential winners to insure that they possess a valid driver's license, a clean driving record and identify any past criminal behavior.
- Curriculum - Participants will have the opportunity to learn to drive open wheel Indy style cars, stock cars and street sedans during the three day school. The school will focus on driving techniques that the consumer will be able to use in their day to day driving. In addition, the school will focus on giving the consumers the opportunity to experience what it is like to drive an actual race car in a controlled environment.

The curriculum will be developed by Track Time driving instructional school. Track Time is a highly reputable performance driving company that is fully licensed and certified.

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## Marlboro Racing School

### Schedule of Activity

- |              |            |  |
|--------------|------------|--|
| • Day One    | Afternoon  | All participants arrive via air travel and check into the host hotel. Transportation will be provided from the airport.                                |
|              | 7pm - 10pm | Participant dinner at host hotel. Program schedules are distributed with all guidelines.   |
|              | 10pm 12am  | Hospitality / Entertainment suite at hotel open.   |
| • Day Two    | 8am - 5pm  | Racing school instruction begins at the designated track. Transportation to and from the track will be provided. Breakfast and lunch will be provided. |
|              | 7pm - 10pm | Evening activity with dinner scheduled at the hotel or an off site location. Transportation to and from the activity will be provided.                 |
|              | 10pm 12am  | Hospitality / Entertainment suite at hotel open.   |
| • Day Three  | 8am - 5pm  | Racing school instruction at the designated track. Transportation to and from the track will be provided. Breakfast and lunch will be provided.        |
|              | 7pm - 11pm | Evening activity with dinner scheduled at the hotel or an off site location. Transportation to and from the activity will be provided.                 |
| • Day Four   | 8am - 5pm  | Racing school instruction at the designated track. Transportation to and from the track will be provided. Breakfast and lunch will be provided.        |
|              | 7pm - 1am  | Evening activity with dinner scheduled at the hotel or an off site location. Transportation to and from the activity will be provided.                 |
| • Day Five * | Morning    | Participants depart for home. Transportation provide to airport.   |

\*Please note on the calendar that on certain days, one sessions participants will be arriving and another sessions participants departing.

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Marlboro Racing School

Accommodations

Location: California Speedway - Fontana, CA

Hotel: Mission Inn - Riverside, CA  
(800) 843 - 7755  
Helena

Travel Time: 20 minutes from California Speedway

Rating: Excellent - Recommended by R. Penske

Rates: \$110.00 - \$600.00

Catering: Excellent

Reservations: Currently has rooms during Sept. - Dec., 1999

Location: Michigan Speedway - Brooklyn, MI

Hotel: Ramada Plaza - Jackson, MI  
(517) 787 - 0181  
Brenda

Travel Time: 25 minutes from Michigan Speedway

Rating: Very Good - Recommended by R. Penske. Brand new hotel in Jackson. Ramada Plaza is the top of the line Ramada Hotel focusing on corporate functions.

Rates: \$110.00 - \$300.00

Catering: Very Good

Reservations: New hotel opening in March of 1999. Currently has rooms during September, 1999.

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Location: Homestead Motorsports Complex - Homestead, FL

Hotel: TBD

Travel Time: TBD

Rating: TBD

Rates: TBD

Catering: TBD

Reservations: TBD

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## Marlboro Racing School

### Trip Fulfillment Timeline

<u>Vehicle</u>	<u># of Winners</u>	<u>Start Date</u>	<u>Winner Selection</u>	<u>Winner Qualified</u>	<u>Trip Fulfillment</u>	<u>Trip Delivery</u>	<u># of Weeks to Fulfill</u>	<u>Participants Per Trip</u>
Direct Mail	50	March 29	May 24	June 28	June 28 - Sept 8	Sept 8 -12	15 weeks	50
					June 28 - Sept 12	Sept 12 - 16	15 weeks	50
Bar Nights	100	April 19 - July 5	May 10	W/O June 14 25 winners	June 7 - Sept 16	Sept 16 - 20	18 weeks	50
			May 31	W/O July 5 25 winners	June 28 - Oct 4	Oct 4 - 8	18 weeks	50
			June 21	W/O July 26 25 Winners	July 19 - Oct 8	Oct 8 - 12	15 weeks	50
			July 12	W/O Aug 25 Winners	Aug 16 - Oct 12	Oct 12 - 16	13 weeks	50
Retail / Media	100	August cycle	Sept 24	Oct 29	Oct 29 - Dec 5	Dec 5 - 9	11 weeks	50
					Oct 29 - Dec 12	Dec 12 - 16	12 weeks	50
					Oct 29 - Jan 9, 2000	Jan 9 -13, 2000	16 weeks	50
					Oct 29 - Jan 13, 2000	Jan 13 -17, 2000	16 weeks	50
Additional Trips	TBD	TBD	TBD	TBD	TBD	Jan 17 - 21, 2000	TBD	TBD
	TBD	TBD	TBD	TBD	TBD	Jan 21 - 25, 2000	TBD	TBD

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## Marlboro Racing School

### Trip Fulfillment Timeline

<u>Vehicle</u>	<u># of Winners</u>	<u>Start Date</u>	<u>Winner Selection</u>	<u>Winner Qualified</u>	<u>Trip Fulfillment</u>	<u>Trip Delivery</u>	<u># of Weeks to Fulfill</u>	<u>Participants Per Trip</u>
Training Trip*	TBD	TBD	TBD	TBD	TBD	July	TBD	50

\*PM, Penske and the Vendor will establish the date and timing for a training trip prior to the start of the first program. The training trip will be a full simulation of the consumer trip including all facets of the operation of the program.

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# September 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6 Labor Day Holiday	7	8 •Arrival of Driving School Winners, School #1	9 •MTP Driving School #1: Michigan Speedway	10 •MTP Driving School #1: Michigan Speedway	11 •MTP Driving School #1: Michigan Speedway (GRAD)
12 •Departure of Winners: Trip 1 •Arrival of Driving School Winners, School #2	13 •MTP Driving School #2: Michigan Speedway	14 •MTP Driving School #2: Michigan Speedway	15 •MTP Driving School #2: Michigan Speedway (GRAD)	16 •Departure of Winners: Trip 2 •Arrival of Driving School Winners, School #3	17 •MTP Driving School #3: Michigan Speedway	18 •MTP Driving School #3: Michigan Speedway
19 •MTP Driving School #3: Michigan Speedway (GRAD)	20 •Departure of Winners: Trip 3	21	22	23	24	25
26	27	28	29	30	1	2
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# October 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
3	4 •Arrival of Driving School Winners, School #4	5 •MTP Driving School #4: Homestead Mtrspts Cplx	6 •MTP Driving School #4: Homestead Mtrspts Cplx	7 •MTP Driving School #4: Homestead (GRAD)	8 •Departure of Winners: Trip 4 •Arrival of Driving School Winners, School #5	9 •MTP Driving School #5: Homestead Mtrspts Cplx
10 •MTP Driving School #5: Homestead Mtrspts Cplx	11 Columbus Day •MTP Driving School #5: Homestead (GRAD)	12 •Departure of Winners: Trip 5 •Arrival of Driving School Winners, School #6	13 •MTP Driving School #6: Homestead Mtrspts Cplx	14 •MTP Driving School #6: Homestead Mtrspts Cplx	15 •MTP Driving School #6: Homestead (GRAD)	16 •Departure of Winners: Trip 6
17	18	19	20	21	22	23
24	25	26	27	28	29 •MARLBORO 500 PRACTICE	30 •MARLBORO 500 QUALIFYING
31 •MARLBORO 500 RACE DAY	1	2	3	4	5	6

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# November 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>31</b> •MARLBORO 500 RACE DAY	1	2	3	4	5	6
7	8	9	10  Veteran's Day	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

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# December 1999

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
5 •Arrival of Driving School Winners, School #7	6 •MTP Driving School #7: California Speedway	7 •MTP Driving School #7: California Speedway	8 •MTP Driving School #7: California Speedway (GRAD)	9 •Departure of Winners: Trip 7	10	11
12 •Arrival of Driving School Winners, School #8	13 •MTP Driving School #8: California Speedway	14 •MTP Driving School #8: California Speedway	15 •MTP Driving School #8: California Speedway (GRAD)	16 •Departure of Winners: Trip 8	17	18
19	20	21	22	23	24 Christmas Eve	25
26	27	28	29	30	31	1 New Year's Day

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# January 2000

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1 New Year's Day
2	3	4	5	6	7	8
9 •Arrival of Driving School Winners, School #9	10 •MTP Driving School #9: California Speedway	11 •MTP Driving School #9: California Speedway	12 •MTP Driving School #9: Cal Speedway (GRAD)	13 •Departure of Winners: Trip 9 •Arrival of Driving School Winners, School #10	14 •MTP Driving School #10: California Speedway	15 •MTP Driving School #10: California Speedway
16 •MTP Driving School #10: California Speedway	17 •Departure of Winners: Trip 10 •Arrival of Driving School Winners, School #11	18 •MTP Driving School #11: California Speedway	19 •MTP Driving School #11: California Speedway	20 •MTP Driving School #11: CalSpeedway (GRAD)	21 •Departure of Winners: Trip 11 •Arrival of Driving School Winners, School #12	22 •MTP Driving School #12: California Speedway
23 •MTP Driving School #12: California Speedway	24 •MTP Driving School #12: CalSpeedway (GRAD)	25 •Departure of Winners: Trip 12	26	27	28	29
30	31	1	2	3	4	5

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